Effect of Product Quality, Service Quality, on Brand Loyalty through Brand Trust on Kalimantan Sawn Timber UD. Rimba Makmur Abadi in Surabaya

Gian Gondo Tjiputra, Bernardus Aris Ferdinan

Student, Department of Master Management, Widya Mandala Chatolic University Surabaya, Surabaya, Indonesia

ABSTRACT

The wood industry in Indonesia have potential, with a variety of trees making Indonesia one of the countries with the best wood production, that makes tight competition in wood industry and make companies must to maintain product quality and service quality to ensure that consumers more loyal to the companies products.

This research is developed to discover and describe the effect of product quality and service quality on brand trust and brand loyalty to UD. Rimba Makmur Abadi Kalimantan wood consumers in Surabaya. The analytical data technique that is used during this research is SEM (Structural Equation Modeling) and it also used LISREL program.

This research collect the data from 150 respondents as a sample who had purchased Kalimantan wood at UD. Rimba Makmur Abadi minimum 1 time for at least 1 year, settled in the city of Surabaya and at least 17-65 years.

The conclusion is that it is proven that there are effect of positive and significant product quality and service quality on brand loyalty through brand trustonUD. Rimba Makmur Abadi Kalimantan sawn timber in Surabaya.

The advice given in this study are to improve and maintain quality, both in product quality and service quality, so that consumer had trust and more loyal to UD. Rimba Makmur Abadi products.

KEYWORDS: Product Quality; Service Quality; Brand Trust; Brand Loyalty

1. INTRODUCTION

Indonesia is an archipelago country that has abundant natural resources. One of them is the wealth of natural resources in the form of forests. Forests owned by Indonesia are classified as tropical rain forests. Tropical rainforests in particular produce tropical forest wood of varying and high quality. Therefore, it is not surprising that Indonesia is one of the countries that produces tropical forest timber. Natural wealth in the form of wood is what produces the wood industry in Indonesia. The wood industry is an industry that processes natural products in the form of trees into processed products that retain the shape and characteristics of wood and those that are not in the form of wood.

The first timber industry in Indonesia was sawn timber. Sawmill is an activity to change the dimensions of wood, from tree logs with round dimensions to the required size. The wood industry also contributes a sizeable foreign exchange to the country. In addition, the wood industry is one of the promising businesses for business actors, coupled with high consumer demand from consumers. Therefore, it is not surprising that there are various kinds of companies that process wood to meet market needs. The number of companies that process wood challenges each of these companies to have a competitive advantage. One of the ways that companies can do to create competitive advantage is to increase product quality.

Product quality is one way that gives a big role to show the capacity of a service or product that is closely related to consumer value and satisfaction (Kotler and Armstrong, 2008: 272). A product is something that can be offered to the market for attention, acquisition, or consumption that might fulfill wants or needs (Kotler and Amstrong, 2012). In addition to product quality, service quality has a role as a pillar of marketing, because the core of marketing is determined by the quality of service provided (Zena and Sumarto, 2012). Other things that are seen as influencing the demand for a product are brand trust and brand loyalty. Brand trust can be understood as the ability of a brand to be trusted by consumers. Brand loyalty according to Schiffman and Kanuk (2009) can be understood as the preference of consumers who consistently make purchases of the same brand. Based on the background that has been presented, further research is needed related to product quality, service quality, brand trust, and brand loyalty at the UD company. Rimba Makmur Abadidi Surabaya.

2. Literature Review
2.1. Product Quality
Product quality is quality as the level of quality expected and control of diversity in achieving that quality to meet consumer needs (Tjiptono, 2012). In addition, product quality can be interpreted as an important position factor where the customer's intention to buy and repurchase a

product reflects the quality level of the product's performance. Danaee and Andalib (2013) define product quality as a consumer evaluation of the overall value of a product in accordance with the desired goals. According to Nikhashemi et al., (2013) the key elements that include product quality include: performance, features, suitability, reliability, durability, and serviceability. Product quality directly influences purchasing decisions, especially when a customer is provoked or capitalized to produce a detailed evaluation of the purchase. Rehman et al., (2012) added that product quality includes features, aroma, aesthetics, and characteristics of products or services that make consumers feel satisfied and meet the needs of consumers. Product quality is one of the consumer's considerations, with various factors from the product such as the quality of the product's durability, the age of the product, the size that is right or right, and the small probability of failure to use. Whereas a product is anything that a producer can offer to buy, use, consume, ask for, seek to fulfill the needs and wants of the market (Putro et al., 2014).

According to Kotler (2012), most products are provided at one of four quality levels, namely lace quality, medium average quality, good quality and very good quality. With the levels that differentiate the product, it can be a difference that becomes a class or groups for products with different prices according to the quality and function of the product. According to Assauri (2015: 211), product quality is a statement of the level of ability of a particular brand or product in carrying out the expected function. Product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes (According to Kotler and Armstrong, 2012). Meanwhile, Tjiptono (2012) argues that product quality is the level of quality expected and control of diversity in achieving that quality is to meet consumer needs. According to Assauri (2012), product quality is the factors contained in an item or result that causes the goods or results to be in accordance with the purpose for which the goods or results were intended. Product quality is the ability of an item to provide results or performance that is appropriate and even exceeds what the customer wants (Kotler and Keller, 2012), this theory is related to the understanding of Mowen and Minor (2012: 61) which states that product quality is an evaluation process. as a whole to customers for improving the performance of a good or service. In a discussion of the quality of building material products, it can be supported by the statement of Putro et al. (2014), which states that a product is everything that can be offered by a manufacturer to be purchased, used, consumed, requested, sought to fulfill the needs and desires of the market. According to Mullins and Walker (2013: 374), product quality can be measured by:

A. Performance (performance).
B. Durability (Durability).
C. Comformance.
D. Features.
E. Reability.
F. Aesthetics (Aesthetics).
G. Perceived Quality.

2.2. Service Quality

Service quality is the level of excellence expected and control over that level of excellence is to fulfill customer desires (Tjiptono, 2010). Companies can determine and adjust the services to be provided to consumers according to the levels that consumers are able to do and want. Where according to Yamit (2010), the meaning of quality can have different meanings for everyone, because quality has many criteria and is very dependent on the context. The provision of service has many influencing aspects, one aspect of these various aspects is seen from the type of product or service. Meanwhile, according to Kotler (2016), service is any action or activity that can be offered by one party to another, basically intangible and does not result in any ownership. By providing quality service that meets or exceeds consumer expectations, it will create a sense of trust by consumers in the products of the company. According to Fandy Tjiptono (2012: 157) defines service quality as a measure of how good the level of service provided is in accordance with customer expectations. According to Tjiptono (2014: 269), service quality is the level of excellence expected and control over these advantages to meet customer desires. With this explanation, it can be interpreted that the quality of service to be provided to consumers can be divided into two, namely the service expected by consumers and the quality of service imagined by consumers. The definition of service quality according to Mauludin (2013: 67), service quality is how far the difference between reality and consumer expectations for the services they receive or receive. The expectations of a consumer will affect the assessment of services provided, with the fulfillment of an expectation that a consumer wants or is not fulfilled, if the expectations of a consumer are not fulfilled, there will be less assessment of the quality of service provided, and if the expectations of a consumer can be met or more what consumers expect, then the quality of service that has been provided has a good assessment of these consumers.

Quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations (Tjiptono, 2012: 51). Service quality is needed in all activities, because service quality is an activity and action from companies to consumers. According to Jusuf Suit and Almasdi (2012: 88), to serve consumers in an excellent way, it is required to provide services that are sure to be reliable, fast and complete with additional empathy and attractive appearance. All aspects that are given to serve consumers are needed so that consumers have confidence in the company, the company is required to provide services from the beginning of the customer coming to the end of the sale, to provide good quality service, it is also necessary for the company to provide aftermarket services and facilities as well as complaints. Consumer According to Sharma N. & Patterson P.G. (1999) service quality can be measured by:

A. Manners and hospitality.
B. Provides maintenance information and product conditions.
C. Quick response to requests or handling of complaints.
D. Providing the best solution in overcoming a problem.
E. Provide information on new products and products that are the latest trends.

2.3. Brand Trust

Trust in a brand can be interpreted as a trust that is built because the perception of consumers can be fulfilled, where trust is built because of the expectation that other parties will act in accordance with the needs and desires of consumers. When someone has trusted the other party, then they are sure that expectations will be fulfilled and will not be disappointed. A person's trust is not only intended for

fellow human beings, but can also be aimed at intangible objects such as brands. Moorman (1992), argues that Trust is a person's willingness to rely on other people where we have confidence in them. When a person makes a decision, he will prefer decisions based on the choices of people whom he can trust more than those who are less trusted.

According to Ferrinnadewi (2010: 4) brand trust is the ability of a brand to be trusted (brand reliability) and is based on a consumer's belief that the product is able to fulfill the promised value and brand intention which is based on consumer confidence that the brand is able to prioritize the interests of consumers. In particular, trust reduces uncertainty in an environment where consumers feel confused because they know they can rely on brands they trust. Trust is built because of the expectation that the other party will act according to the needs and desires of consumers. When someone has trusted the other party then they are sure that their hopes will be fulfilled and will not be disappointed. A person's trust is not only intended for fellow human beings, but can also be aimed at intangible objects such as brands. According to the opinion of experts, it is said that brands have a potential response to create influence and trust from consumers.

Therefore, it is necessary to know clearly what is meant by brand trust in this study. For companies, consumer trust in a brand is an important target to achieve. The survival of either the company or the products of the company is very dependent on consumer trust. According to Liu et al., (2011) brand trust is a very important mediator in consumer behavior before making a purchase or after purchasing a brand and it can lead to loyalty in the long term and is able to strengthen the relationship between the two parties, namely consumers and consumers. brand. Brand trust is the willingness of consumers to trust a brand with all the risks because there is an expectation in their minds that the brand will provide positive results to consumers so that it will lead to brand loyalty (Rizan et al, 2012: 6). According to Lien et al., (2015) the measurement of trust is as follows:
A. The right product or service.
B. Make a claim against the product or service.
C. In accordance with consumer expectations.
D. Trustworthy or reliable.

2.4. Brand Loyalty
Brand loyalty can be defined as consumer loyalty to a brand, where consumer loyalty to a certain brand indicates a bond between the consumer and a particular brand that will support the re-purchase of the product. According to Kotler et al., (2016: 165) brand loyalty can show a relationship between a customer and a certain brand and this can be indicated by a repurchase. A strong relationship between customers and a brand not only keeps the business relationship in the future, but also enhances other values that can be beneficial, such as the initiative to recommend and contribute to making a good reputation of the company. Kotler & Keller (2012: 282) also states that brand loyalty can

be interpreted as the willingness of customers to pay a higher price than competing brands, because adjustments to a product take a long time through brand experience and other activities. According to Barnes (2011: 41) "In building loyalty starting from value creation, satisfaction, resilience and loyalty". Increasing value to customers can increase satisfaction levels and can lead to higher levels of customer resilience. When customers stay because they are comfortable with the value and service they get, they are more likely to become loyal customers. According to Hasan (2012: 83) "Brand loyalty to consumers occurs because of the influence of satisfaction and dissatisfaction with the brand which is accumulated continuously, in addition to the perception of product quality". According to Day in Candra & Bernarto (2012: 22) the definition of "Consumer loyalty is a person's positive attitude towards a certain product through the repurchase of products from the same company". According to Tjiptono and Chandra (2012: 80), repurchasing can be the result of market domination by companies that have succeeded in making their products the only available alternative. In other words, brand loyalty can be seen from what brands consumers buy and how consumers feel or attitudes towards certain brands.

According to Malik et al., (2013) see brand loyalty as a relationship between customers and a certain brand and apart from other competing brands because this relationship can last a long time. The concept of loyalty is not a very simple thing but a very complex and complex one. Many factors can affect a customer loyalty to a brand. These include satisfaction, switching costs and actual quality. According to Lee & Lu (2011), country of origin is categorized as an extrinsic signal and is believed to be able to influence consumer decisions when making a repurchase process for the same product or service. The perceived trust in the brand will make customers feel they have an exclusive and important relationship with a particular brand. Customers are loyal to brands because they have trust in the brands they use so that customer loyalty is important because it can affect the performance of the related companies. Ercis et al., (2012) stated that affective loyalty is more related to the emotional relationship between customers and brands because customers will not switch to another brand and vice versa, customers with continuous loyalty will tend to switch to competing brands. Malik et al., (2013) see brand loyalty as a relationship between customers and a certain brand and apart from other competing brands because this relationship can last a long time. According to Oliver (2010), brand loyalty is a concept that can be identified as a commitment from customers to repurchase or vilify goods or services from a brand. According to Loureiro et al., (2012), brand loyalty can be measured by:
A. Will buy the same product on the brand.
B. Would recommend the brand to others.
C. Will discuss with others about the brand.

3. Conceptual Framework and Hypotesis
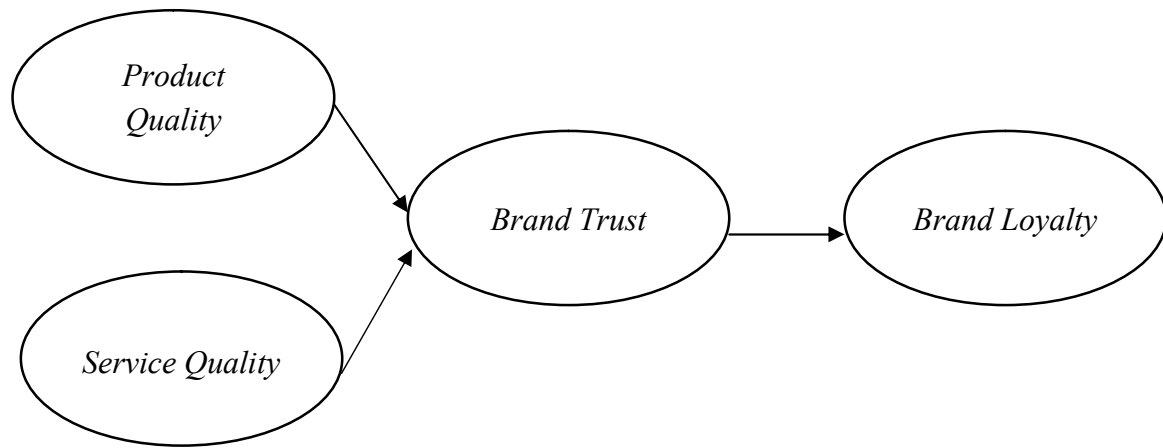
Frame 1 Conceptual Framework

Based on Figure 1, the hypothesis proposed in this study are as follows:
A. Product quality has a significant effect on brand trust in UD Kalimantan swan timber. Rimba Makmur Abadi in Surabaya.
B. Service quality has a significant effect on brand trust in UD Kalimantan swan timber. Rimba Makmur Abadi in Surabaya.
C. Brand trust has a significant effect on brand loyalty to Kay Kalimantan, Swan Timber UD. Rimba Makmur Abadi in Surabaya.
D. Product quality has a significant effect on brand loyalty through brand trust in UD Kalimantan swan timber. Rimba Makmur Abadi in Surabaya.
E. Service quality has a significant effect on brand loyalty through brand trust in UD Kalimantan sawn timber. Rimba Makmur Abadi in Surabaya.

4. Research Methods

The design of this research is a causality research, namely using the analysis of the relationship between one variable and another or analyzing the influence of a variable on other variables. Population is a generalization area, namely objects that have certain quantities and characteristics that are determined by the researcher to study, then a conclusion is drawn by Sugiyono (2008: 80). In this study the population used was respondents in Surabaya who had used Kalimantan sawn timber UD. Rimba Makmur Abadi.

According to Sugiyono, (2008: 59) the sample is part of the population. The number of samples in this study was set at 150 respondents in Surabaya who had used UD Kalimantan sawn timber. Rimba Makmur Abadi. The reason for taking a sample of 150 people is because according to Hair et al., (2006: 605) that a sample of 100-200 people is sufficient to represent a study. The sample size taken using the implied technique for calculations using SEM, the sample size is small at 150 because generally in the literature it shows that the sample size for typical structural equation models runs in the range of 100 to 200 for models with 10 to 15 indicators. This study uses LISREL in data processing.

The sampling technique or sampling technique in this study is non-probability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as samples (Sugiyono, 2008: 74).

5. Data Processing
5.1. Reliability Test

In the measurement model, confirmatory factor analysis (CFA) will be carried out. The purpose of the confirmatory factor analysis (CFA) analysis is to determine whether the indicators used can really explain the latent variables (constructs) in the study. A construct is said to have a good confirmatory model if it meets the goodness of fit criteria. In addition, the construct must meet the convergent validity and reliability of the construct. It is said to be valid, if the lambda value is ≥ 0.70, while the construct reliability value is said to be good if the construct reliability value is> 0.7 Hair, et al. (1998: 612).

Table 1 Reliability Test

Variable	CR	Cut off	Description
Product Quality	0,77	≥0,7	Reliabel
Service Quality	0,81	≥0,7	Reliabel
Brand Trust	0,70	≥0,7	Reliabel
Brand Loyalty	0,73	≥0,7	Reliabel

Source: processed data (2020)

Based on Table 1 shows all indicators on exogenous and endogenous variables, the t-value is greater than 1.96, so that the indicators are valid. In addition, the construct reliability value of each variable is also above 0.70 (Hair, et al., 1998: 612). Thus it can be concluded that the indicators that form exogenous variables are valid and reliable and can be used for further analysis.

5.2. Data Normality Test

In SEM analysis technique, normality plays an important role because SEM analysis is very sensitive to data distribution, so the data obtained must be tested whether it meets the normality assumption before further processing. If the assumption of

normality is fulfilled, the estimation method used is Maximum Likelihood, but if it does not meet the normality assumption, the Unweighted Least Square estimation method can be used. The results of the data normality test are as follows:

Table 2 Multivariate Data Normality Test
Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
44.584	-0.522	0.602	352.071	-0.701	0.484	0.763	0.683

Source: processed data (2020)

Based on Table 2, multivariate it is known that the p-value of this study is 0.683 or more than the cut off or> 0.05 so that it can be stated as normal.

Table 3 Test of Univariate Normality

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
PQ1	0.731	0.465	-2.759	0.006	8.147	0.017
PQ2	-0.659	0.510	-0.334	0.738	0.547	0.761
PQ3	-0.622	0.534	-1.082	0.279	1.558	0.459
PQ4	-0.402	0.687	-0.140	0.889	0.182	0.913
PQ5	-0.383	0.702	-0.142	0.887	0.167	0.920
PQ6	-0.689	0.491	-1.075	0.282	1.631	0.442
SQ1	-0.817	0.414	-1.914	0.056	4.331	0.115
SQ2	-0.980	0.327	-1.394	0.163	2.903	0.234
SQ3	-0.922	0.357	-1.989	0.047	4.807	0.090
SQ4	-0.559	0.576	-1.771	0.077	3.449	0.178
SQ5	-0.951	0.341	-1.740	0.082	3.933	0.140
BT1	-0.622	0.534	-1.371	0.170	2.267	0.322
BT2	-0.294	0.769	-1.105	0.269	1.308	0.520
BT3	-0.832	0.405	-0.840	0.401	1.398	0.497
BT4	-0.855	0.392	-2.473	0.013	6.845	0.033
BL1	-1.317	0.188	-1.292	0.196	3.402	0.183
BL2	-0.871	0.384	-1.752	0.080	3.830	0.147
BL3	-0.692	0.489	-2.406	0.016	6.269	0.044

Source: processed data (2020)

From the results of normality calculations in Table 4.12, it shows that the data that do not meet the univariate normality assumption are PQ1, BT4, and BL3 because they have p values in the Skewness and Kurtosis column (<0.05). A data can be said to be free from univariate normality if it has a p-value of Skewness and Kurtosis (> 0.05). (Ghozali and Fuad, 2005: 68). From Table 4:11 the p-value of the multivariate normality shows the number 0.941 which means the data is normal. Based on this information, the research model can be accepted because the number of fit models is more so that it can be used to predict the effect of each independent variable on the dependent variable.

5.3. Structural Model
In the structural model, a causality test will be carried out to answer the research hypothesis. Before the causality test is carried out, the model suitability test will be carried out (goodness of fit).

Table 3 Goodness of Fit

Good of Fit Index	Cut-off Value	Model Result	Description
Chi-Square	≥ 0.05	636.75	Fit
NFI	≥ 0,90	1.00	Fit
CFI	≥ 0,95	1.00	Fit
IFI	≥ 0,90	1.05	Fit
RFI	≥ 0,90	1.00	Fit
RMSEA	≤0,80	0.00	Fit
GFI	≥ 0,90	0.65	Not Fit
AGFI	≥ 0,90	0.55	Not Fit

Source: data processed (2020)

Based on the test results in Table 3, it can be seen that Chi Square, NFI, CFI, IFI, RFI, and RMSEA can be declared good fit because the goodness of fit value of each index meets the cut-off conditions, while GFI and AGFI are included in the category not fit because it does not meet the cut off provisions. Based on this information, the research model can be accepted because the number of fit models is more so that it can be used to predict the effect of each independent variable on the dependent variable.

5.4. Hypotesis Test

Table 4 Hypotesis Test

Hypotesis	The relationship between variables	Loading Factor	t-value	Cut off-value	Description
H1	*Product Quality →Brand Trust*	0.39	4.40	1.96	Diterima
H2	*Service Quality→Brand Trust*	0.10	2.30	1.96	Diterima
H3	*Brand Trust →Brand Loyalty*	1.73	3.89	1.96	Diterima
H4	*Product Quality →Brand Trust→Brand Loyalty*	0.68	7.66	1.96	Diterima
H5	*Service Quality→Brand Trust→Brand Loyalty*	0.18	2.55	1.96	Diterima

Source: data processed (2020)

Based on Table 4, the test results can be explained as follows:
a. Product Quality has a significant effect on Brand Trust on sawntimber wood Kalimantan in Surabaya with a loading factor of 0.39 and has a tcount of 4.40, meaning tcount> ttable 1.96.
b. Service Quality has a significant effect on Brand Trust on sawntimber Kalimantan wood in Surabaya with a loading factor of 0.10 and has a tcount of 2.30, meaning that tcount> ttable is 1.96.
c. Brand Trust has a significant effect on Brand Loyalty on sawntimber wood in Kalimantan in Surabaya with a loading factor of 1.73 and has a tcount of 3.89, meaning that tcount> ttable is 1.96.
d. Product Quality has a significant effect on Brand Loyalty through Brand Trust on sawntimber wood Kalimantan in Surabaya with a loading factor of 0.68 and has a tcount of 7.66, meaning tcount> ttable 1.96.
e. Service Quality has a significant effect on Brand Loyalty through Brand Trust on sawntimber wood Kalimantan in Surabaya with a loading factor of 0.18 and has a tcount of 2.55, meaning tcount> ttable 1.96.

6. Discussion

6.1. Effect of Product Quality on Brand Trust

Based on the data from respondents obtained on the product quality variable, it can be seen that on average the respondents answered agree on the product quality variable which has 6 indicators, namely "Kalimantan sawn timber UD. Rimba Makmur Abadi in Surabaya is in line with expectations "," Kalimantan sawn timber UD. Rimba Makmur Abadi in Surabaya has good durability "," Kalimantan sawn timber UD. Rimba Makmur Abadi in Surabaya has good quality "," Kalimantan sawn timber UD. Rimba Makmur Abadi in Surabaya has various basic functions "," Kalimantan sawn timber UD. Rimba Makmur Abadi in Surabaya has an attractive appearance, "and" Kalimantan sawn timber UD. Rimba Makmur Abadi In Surabaya shows a quality impression. As for the brand trust variable, data from respondents also obtained that the average respondent answered agree, so it can be seen that the effect of product quality on brand trust has a positive correlation.

The results of hypothesis testing prove that the loading factor value is 0.68 and the t value is 4.40, where the value is above the cut off 1.96, so it can be said that product quality has a significant effect on brand trust. In other words, if the product quality of UD.RMA sawntimber wood is getting better, it will make consumers more and more trusting in UD.RMA wood products, and vice versa. Therefore, the results of empirical data testing prove that the first hypothesis in this study which states that product quality has a significant effect on brand trust in UD.RMA sawn timber, is accepted. In accordance with the results of the study it can be concluded that the quality of the product provided by UD. RMA is as promised and has more quality than other competitors.

According to Osman and Ilham (2013), examined studies on service quality, customer satisfaction and trust, and found that customer satisfaction significantly affects trust. It was also found that customer satisfaction partially mediates the relationship between service quality and trustworthiness. This theory is also supported by the results of research from Jalal Hanaysha et al., (2014), where the results of this study indicate that brands that have good product quality will get a higher level of trust from consumers than those with lower quality. With a higher level of trust, customer loyalty will start to emerge. In addition, Suhaily and Darmoyo (2017) also prove that there is a significant influence between product quality on trust in Japanese Electronic Products in Jakarta.

6.2. Effect of Service Quality on Brand Trust

Based on data from respondents obtained on the service quality variable, it can be seen that on average the respondents answered agree on the service quality variable which has 5 indicators, namely "UD employees. Rimba Makmur Abadi In Surabaya polite and friendly "," UD. Rimba Makmur Abadi In Surabaya provides information on care and products "," UD. Rimba Makmur Abadi In Surabaya provides quick responses to requests or complaints handling "," UD. Rimba Makmur Abadi in Surabaya provides the best solution in overcoming a problem ", and" UD. Rimba Makmur Abadi In Surabaya provides information on new types of products that are becoming the latest trends ". As for the brand trust variable, data from respondents also obtained that the average respondent answered agreed so it can be seen that the effect of service quality on brand trust has a positive correlation.

The results of the hypothesis testing prove that the loading factor value is 0.18 and the t value is 2.30, where the value is above the cutoff of 1.96 so that it can be said that service quality has a significant effect on brand trust. In other words, if the service quality on UD.RMA sawn timber wood is getting better, it will make consumers more trusting in UD.RMA wood products, and vice versa. Therefore, the results of empirical data testing prove that the first hypothesis in this study which states that service quality has a significant effect on brand trust in UD.RMA sawn timber, is accepted. In accordance with the results of research, consumers of UD. RMA agrees with the services provided by UD. RMA, which means quite helpful for consumers.

According to Thurau, Hansen, and Langer (2001) and Zulganef (2002) found that service quality has a positive impact on trust. Trust is important for companies because a company cannot build true relationships without trust. Jasfar (2005: 163), a good relationship is built when someone experiences something interesting, unique or specific, and the uniqueness and quality of service provided can then be maintained, even always improved. The theory above is

supported by research conducted by Zohaib Ahmed in 2014 with research locations in Pakistan. This study has results that show that service quality has a positive influence on consumer loyalty through trust.

6.3. The Influence of Brand Trust on Brand Loyalty

Based on the data from respondents obtained on the brand trust variable, it can be seen that on average the respondents answered agree on the brand trust variable which has 4 indicators, namely "Kalimantan sawn timber UD. Rimba Makmur Abadi In Surabaya provides products according to demand "," Kalimantan wood products sawn timber UD. Rimba Makmur Abadi In Surabaya received claims for its products "," Kalimantan sawn timber products UD. Rimba Makmur Abadi in Surabaya is in line with expectations ", and" Kalimantan sawn timber UD. Rimba Makmur Abadi In Surabaya trusted or reliable ". As for the brand loyalty variable, it is known that the average respondent also agrees.

Hypothesis test results show that the loading factor value is 1.73 and the t value is 3.89 where the value is above the cut off value of 1.96 so that the hypothesis that brand trust has a significant effect on brand loyalty can be accepted. In other words, the better the UD.RMA sawn timber brand trust will make customers more loyal or loyal to UD.RMA sawn timber products in Surabaya. Therefore, the results of empirical data testing prove that the third hypothesis in this study which states that brand trust has a significant effect on brand loyalty in UD.RMA sawn timber in Surabaya is accepted. Where the average results obtained from consumers UD. RMA agreed, for wood products that have good product quality, because UD. RMA selects products from certain types of wood and wood ages in order to have a sufficient level of hardness and suitable for use in construction.

Customers trust the function of a particular brand and the willingness to buy a brand from a product class. Moorman et al,. (1993). Where this statement means that consumers trust the brand of a product with its function then consumers have the intention to repurchase the product, these results are also supported by the theory of Morgan and Hunt (1994) where brand loyalty is the result of trust or brand promise that builds relationships. which is greatly appreciated. Both theories show the interplay between consumer trust and consumer loyalty who want to repurchase a particular brand.

6.4. Effect of Product Quality on Brand Loyalty through Brand Trust

Based on the data from the respondents obtained, it was found that on average the respondents agreed to the variable product quality, service quality, brand trust, and brand loyalty. This shows that product quality has a positive effect on brand loyalty through brand trust with a loading factor value of 0.68. This is also reinforced by the results of hypothesis testing where the t value is 7.66, which means that the value is above the cut off value of 1.96 so that the hypothesis that product quality has a significant effect on brand loyalty through brand trust can be accepted. In other words, that product quality has a significant effect on brand loyalty through brand trust in sawn wood, the UD.RMA team in Surabaya is accepted. With an average answer from respondents agree, which shows the quality of the product influences consumer loyalty by maintaining the quality selected by UD. RMA by selecting the type and location from

which trees grow, so that it has better quality than other competitors.

The results of this study are in line with research conducted by Jalal Hanaysha et al., (2014) which examined the automotive industry where it is known that product quality has a significant effect on brand trust, with the support of brand trust variables affecting brand loyalty in Zohaib Ahmed's research (2014).). Based on this, it can be stated that the product quality provided by UD. Rimba Makmur Abadi succeeded in making Kalimantan wood consumers loyal through their trust in UD. Rimba Makmur Abadi.

6.5. Effect of Service Quality on Brand Loyalty through Brand Trust

Based on the data from the respondents obtained, it was found that on average the respondents agreed to the variable product quality, service quality, brand trust, and brand loyalty. This shows that service quality has a positive effect on brand loyalty through brand trust with a loading factor value of 0.18. This is also reinforced by the results of hypothesis testing where the t value is 2.55, which means that the value is above the cut off value of 1.96 so that the hypothesis that service quality has a significant effect on brand loyalty through brand trust can be accepted. The average respondent's answers answered agree, which means that the quality of service affects loyalty, with the services provided by UD. RMA, which serves from the pre-purchase process to the delivery process, even after using the product, also checks the consumer for product quality. In other words, that service quality has a significant effect on brand loyalty through brand trust in sawn timber from the UD.RMA team in Surabaya, accepted.

The results of this study are in line with research conducted by Zohaib Ahmed (2014) which examines the Hewlett Packard product where it is known that service quality has a significant effect on brand loyalty through brand trust. Based on this, it can be stated that the service quality provided by UD. Rimba Makmur Abadi succeeded in making Kalimantan wood consumers loyal through their trust in UD. Rimba Makmur Abadi.

7. Closing
7.1. Conclusions

Based on the analysis and discussion in the previous chapter, the following conclusions can be drawn:

1. Based on the test results, the first hypothesis Product Quality has a significant effect on Brand Trust in UD consumers. RMA in Surabaya, accepted.

2. Based on the test results, the first hypothesis Service Quality has a significant effect on Brand Trust in UD.RMA consumers in Surabaya, accepted.

3. Based on the test results, the third hypothesis is known that Brand Trust has a significant effect on Brand Loyalty in UD.RMA consumers in Surabaya, accepted.

4. Based on the test results, the first hypothesis Product Quality has a significant effect on Brand Loyalty through Brand Trust on UD consumers. RMA in Surabaya, accepted.

5. Based on the test results, the first hypothesis Service Quality has a significant effect on Brand Loyalty through Brand Trust on UD.RMA consumers in Surabaya, accepted.

7.2. Suggestion

Based on the research that has been done, it can be given some suggestions that can be taken into consideration for the UD. Rimba Makmur Abadi in developing business activities in Surabaya, namely as follows:

A. Advice for Product Quality management

Product Quality development becomes the basis for developing UD's business activities. RMA which has an impact on increasing consumer loyalty to UD sawntimber wood. RMA in Surabaya. So the company can maintain and even improve product quality consistently so that consumers do not doubt the product.

B. Suggestions for Service Quality management

UD.RMA in Surabaya is expected to pay more attention to the hospitality shown by their employees to consumers. If employees are more friendly and responsive in responding to consumers, it will certainly have a good impact on the company.

C. Advice for managing Brand Trust

UD.RMA party must provide quality products in order to build consumer trust in the company.

D. Advice for managing Brand Loyalty

Even though the company has carried out its business activities well and already has loyal customers, it is recommended that the company maintain consumer trust by maintaining the quality of products and services, by maintaining these aspects consistently will have a good influence on the business activities carried out by the company.

BIBILIOGRAPHY

[1] Aaker, David. (2009). *Manajemen Ekuitas Merek*. Jakarta: Spektrum.

[2] Ahmed, Zohaib. (2014). *Effect of Brand Trust and Customer Satisfaction on Brand Loyalty in Bahawalpur*. Journal of Sociological Research, 5 (1), 306-326.

[3] Almasdi, dan Jusuf Suit. (2012). *Aspek Sikap Mental Dalam Manajemen Sumber Daya Manusia*. Jakarta: Syiar Media.

[4] Assauri, Sotjan. (2015). *Manajemen Pemasaran: Dasar, Konsep, dan Strategi*. Jakarta:PT Raja Grafindo Persada.

[5] Aysel Ercis et al. (2012). *The effect of brand satisfaction, trust and brand commitment on loyaltyand repurchase intentions*, Journal of marketing, Vol. 58, p.1395-1404.

[6] Barnes, J.G. (2011). *Secrets of Customer Relationship Management* (Rahasia Manajemen Hubungan Pelanggan). Andi Offset. Yogyakarta.

[7] Candra, L.P. & Bernarto, I. (2012). *Pengaruh Service Quality dan Perceived Value terhadap Satisfaction dan Loyalty*, DeReMa Jurnal Manajemen, Vol. 7 No.2, September, Hal. 19-31.

[8] Danaee, H., & Andalib, Z. (2013). *The Moderating Effects of Product Involvement on Determinants of Brand Equity: Iranian Young Consumer's Viewpoint*. Journal of Engineering and Applied Sciences. Vol.3 (22), p. 3015-3023.

[9] Farida Jasfar. (2005). *Manajemen Jasa Pendekatan Terpadu*.Bogor: Penerbit Ghalia.

[10] Ferrinadewi, Erna. (2010). *Merek & Psikologi Konsumen*. Jakarta: CV. Graha Ilmu.

[11] Garvin, D.A. (1987). *Competing on the eight dimensions of quality*, Harvard Business Review,

[12] November-December 1987, pp. 101-109.

[13] Ghozali, I. dan Fuad. (2005). Model Persamaan Struktural, Konsep dan Aplikasi dengan Program Amos Ver. 5.0, Semarang: Universitas Diponegoro.

[14] Hair, Joseph and Rolph Anderson. (2006). *Multivariate Data Analysis*, Upper Saddle River, NewJersey: Pearson Prentice Hall.

[15] Hanaysha, J., Hilman, H., & Ghani, N. H. A. (2014). *Direct and Indirect Effects of ProductInnovation and Product Quality on Brand Image: Empirical Evidence from Automotive Industry*. International Journal of Scientific and Research Publications, 4, 11. ISSN 22503153

[16] Hasan Azis, Adam. (2012) *Pengaruh Lingkungan Kerja Terhadap Kinerja Aktivis pada Lembaga Swadaya Masyarakat di Kota Banda Aceh*. Jurnal manajemen, kuala.

[17] Heilbrunn, B. (1995). *My brand the hero? A semiotic analysis of the customer-brand relationship*, European Marketing Academy, pp. 451-71.

[18] Hennig, Thurau, Thorsten, Markus F.Langer, Ursula Hansen. (2001). *Modelling and Managing Student Loyalty – An Approach based on the Concept of Ralationship Quality*. Journal of Service Research, 331-344.

[19] Khan,S., Adnan, M., Karim, S., Al-Wabel, N. (2015). *Comparative evaluation of metered dose inhaler technique demonstration among community pharmacist in Al Qassim and Al Ahsa region*, Saudi-Arabia. Saudi Pharmaceutical Journal. 23, 138-142.

[20] Kotler, P., & Armstrong, G. (2014). *Principle Of Marketing*. Pearson: New Jersey.

[21] Kotler, P., & Keller, K. L. (2016). *Marketing Management, (16thEdition)*, New Jersey: Prentice Hall Published.

[22] Liu, Daud, Piew. (2011). *Perceived Risk, Perceived Technology, Online Trust for The Online Purchase Intention in Malaysia*. International Journal of Business and Management. Vol.6 No.6.

[23] Loureiro, S. M. C., Ruediger, K. H., & Demetris, V. (2012). B*rand emotional connection and loyalty*. Journal of Brand Management, 20 January 2012.

[24] Malik, Muhammad Ehsan *et al.,* (2013). *Impact of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer*, International Journal of Business and Social Science Vol. 4 No. 5 May 2013.

[25] Mauludin Hanif. (2013). *Marketing Research: Panduan Bagi Manajer, Pimpinan Perusahaan Organisasi*. Jakarta. Elex Media Komputindo.

[26] Morgan, R.M. and Hunt, S.D. (1994). *The commitment-trust theory of relationship marketing*, Journal of Marketing, Vol. 58 No. 3, pp. 20-38.

[27] Moorman, C., Zaltam, G. & Deshpande, R. (1992). *Relationships between providers and users of market research: the dynamics of trust within and between organizations.* Journal of marketing research, 29 August, 314-328.

[28] Mowen, John C dan Minor, Micheal. (2012). *Perilaku Konsumen dialih bahasakan oleh Dwi Kartika Yahya.* Jakarta : Erlangga.

[29] Jhon, Mullins dan Orville, Walker. (2013). *Marketing Management* 8th edition.

[30] Nikhashemi, Paim, Sidin, dan Osman. (2013). *Manajemen pemasaran*. Jakarta: Rajawali Pers.

[31] Oliver, Richard L. (2010). *Whence Customer Loyalty*, Journal of Marketing, Vol. 63.

[32] Osman, Z. dan Ilham S. (2013). *Mediating Effect of Customer Satisfaction on service Quality and Customer Loyalty Relationship in Malaysia Rural Tourism.* International Journal of Economics Business and Management Studies (IJEBMS). 2(1): 25-37.

[33] Putro, dkk. (2014). *Pengaruh Kualitas Layanan dan Kualitas Produk terhadap Kepuasan Pelanggan dan Loyalitas Konsumen Restoran Happy Garden Surabaya.* Jurnal Manajemen Pemasaran. Vol.2, No.1, hal. 1-9.

[34] Rahman *et al.*, (2012). *The Influence of Service Quality and Price on Customer Satisfaction: An Empirical Study on Restaurant Services in Khulna Division.* Research Journal of Finance and Accounting www.iiste.org ISSN 2222-1697 (Paper) ISSN 2222-2847 (Online) Vol 3, No 4, 2012.

[35] Rizan. M, dkk. (2012). *Pengaruh Brand Image dan Brand Trust Terhadap Brand Loyalty The Botol Sosro*. Jurnal Riset Manajemen. Vol.3, No.1.

[36] Schiffman dan Kanuk. (2008). *Perilaku konsumen* Edisi 7. Jakarta: Indeks.

[37] Sharma, N. dan P.G. Patterson. (1999). *The Impact of Communication Effectiveness and Service Quality on Relationship Commitment in Consumer, Professional Services*, The Journal of Service Marketing, Vol. 13, No. 2, p. 151-170.

[38] Silalahi, G. A. (2006). *Metode Penelitian dan Studi Kasus*, Sidoarjo: Citramedia.

[39] Sugiyono. (2008). *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Bandung: C.V. Alfabeta. Suhaily, L. & Darmoyo, S. (2017). *Effect of Product Quality, Perceived Price and Brand Image on Purchase Decision Mediated by Customer Trust*. Jurnal Manajemen, 21 (2), 179-194.

[40] Tjiptono, Fandy dan Gregorius Chandra. (2012). *Pemasaran Strategik*. Yogyakarta, Andi.

[41] Zena dan hadisumarto. (2012). *The Study Of Relationship Among Experiential Marketing, Service Quality, Customer Satisfaction, And Customer Loyalty*. Asean Marketing Journal. Vol 4. No. 1.

[42] Zulian, Yamit. (2010). *Manajemen Kualitas Produk & Jasa*, Vol. Edisi Pertama, EKONISIA, Yogyakarta.